

CLAIMS

1. Consultation optimisation method for a data page consulted on at least one terminal by at least one user, said page being downloaded from a first remote site via a communication network, characterised

5 in that it comprises an on-the-fly insertion step of at least one active code in said page by at least one component of the architecture of said network,

10 in that the area of said page wherein said active code is inserted is determined according to the type of action generated by said active code, and

15 in that said active code inserted on the fly is an intermediate invocation active code, which, when run by said terminal, enables said terminal, during an invocation step, to invoke a final active code provider, so that the terminal receives from said provider a specific final active code enabling the running of an algorithm on said terminal.

2. Optimisation method according to claim 1, characterised in that said communication network is an Internet type network.

20 3. Optimisation method according to claim 1, characterised in that said at least one component of the architecture of said network belongs to the group comprising: Internet site host servers, access provider equipment, service provider equipment, routers, switches, gateways, and proxies.

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4. Optimisation method according to claim 1, characterised in that said active code inserted on the fly is a final active code used to run an algorithm on said terminal.
5. Optimisation method according to claim 1, characterised in that, during said invocation of the final active code provider by said terminal, the terminal also provides at least one cookie.
6. Optimisation method according to claim 5, characterised in that it also comprises at least one step prior to said on-the-fly insertion step and belonging to the group comprising:
- steps consisting of rerouting an access of said terminal to the final active code provider,
 - steps consisting of defining a profile of the user of said terminal,
 - 15 steps consisting of generating said at least one cookie as a function of the user profile of said terminal,
 - steps consisting of provision of said at least one cookie by the final active code provider to said terminal, and
 - steps consisting of storage of said at least one cookie by said terminal.
7. Optimisation method according to claim 5, characterised in that said at least one cookie is used for identification purposes.
8. Optimisation method according to claim 5, characterised in that said final active code provider takes into account of the content of said at least one cookie to generate the specific final active code.
9. Optimisation method according to claim 1, characterised in said active code belongs to the group comprising:
- script codes interpreted by a browser,
 - 30 script code "includes" interpreted by a browser,

browser objects,
 browser object operations,
 applets,
 applet operations, and
 5 macro-instructions.

10. Optimisation method according to claim 1, characterised in that said active code inserted in said page is loaded and/or interpreted and/or run by said terminal before, during and/or after the display of said page on said terminal.

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11. Optimisation method according to claim 1, characterised in that said active code is run in a browser comprised in said terminal.

12. Optimisation method according to claim 1, characterised in that said active code is generated specifically as a function of at least criterion specific to a component belonging to the group comprising:

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said at least one user of said terminal,
 said terminal,
 said first remote site,
 20 said page,
 the components of the architecture of said network, and
 the browser used by said terminal.

13. Optimisation method according to claim 12, characterised in that said at least one criterion belongs to the group comprising:

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the identity of said at least one user of said terminal,
 the preferences of said at least one user of said terminal,
 the address and/or domain name of said first remote site,
 the address of said downloaded page,
 30 the browser type and/or version used by said terminal,
 the type and/or version of said terminal,

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the transfer protocol used to download said downloaded page, and
the Internet access provider (IAP) or service provider (ISP) enabling said
terminal to access said first remote site.

- 5 14. Optimisation method according to claim 1, characterised in that it is used
for at least one application belonging to the group:

insertion, in said page, of information, particularly advertising,
insertion, in said page, of information, particularly advertising, as a
function of the content of said page,

- 10 insertion, in said page, of information relating to events handled by a
second remote site connected to said network,

insertion, in said page, of information relating to data available on a portal
in relation to the content of said page,

- provision to the user, via said page, of at least one service provided by at
15 least one third remote site connected to said network,

archival of information related to the activity on said network of the user
of said terminal,

modification of the presentation of said data,

censoring of at least one data item in said data, and

- 20 invocation of at least one second active code.

- 15 15. Optimisation method according to claim 14, characterised in that it is used
for at least one application for the insertion in the page of additional information,
and in that the active code implements the following operations:

- 25 search for at least one specific information item in said page,
creation of a list of specific information found in said page,
creation of an additional information insertion field in said page
provision of said list of specific information to an information provider
connected to said network, and

filling of said additional information insertion field with the data provided
by said information provider in response to said specific
information list provision operation.

- 5 16. Optimisation method according to claim 15, characterised in that said
additional information belongs to the group comprising:

advertising information,

annotations,

additional links to remote sites discussing the same subject as said
10 downloaded page,

additional links to remote sites discussing subjects related to the subject of
said downloaded page,

alternative key-words,

notes assigned to said first remote site, and

15 indexing tables for the components of said downloaded page.

17. Optimisation method according to claim 14, characterised in that it is used
for at least one application modifying the presentation of said data; and in that said
active code implements the following operations:

20 search for at least one specific information item in said page,

creation of a list of specific information found in said page,

provision of said list of specific information to an information provider
connected to said network, and

25 presentation of at least part of said downloaded data according to a format
defined by the information provider in response to said specific
information list provision operation.

18. Optimisation method according to claim 14, characterised in that it is used
for at least one application to censor at least one data item in said data, and in that
30 said active code implements the following operations:

search for at least one specific information item in said page,

creation of a list of specific information found in said page,
 provision of said list of specific information to an information provider
 connected to said network, and
 censoring of at least part of said downloaded data according to at least one
 5 criterion defined by said information provider in response to said
 specific information list provision operation.

19. Optimisation method according to claim 14, characterised in that it is used
 for at least one application to invoke at least one second active code, and in that
 10 said active code implements the following operations:

search for at least one specific information item in said page,
 creation of a list of specific information found in said page,
 provision of said list of specific information to a provider of additional
 information connected to said network, and
 15 invocation of at least one second active code according to at least one
 criterion defined by said information provider in response to said
 specific information list provision operation.

20. Optimisation method according to claim 14, characterised in that said at
 20 least one specific information item belongs to the group of information
 comprising:

key-words,
 link addresses,
 addresses of added items in said downloaded page, and
 25 creation information on said downloaded page.

21. Optimisation method according to claim 14, characterised in that said at
 least one specific information item is updated according to a predetermined
 criterion.

22. Optimisation method according to claim 21 characterised in that said predetermined criterion belongs to a group of criteria comprising:

- the identity of said at least one user of said terminal,
- the preferences of said at least one user of said terminal,
- 5 the address and/or domain name of said first remote site,
- the address of said downloaded page,
- the browser type and/or version used by said terminal,
- the type and/or version of said terminal,
- the transfer protocol used to download said downloaded page, and
- 10 the Internet access provider enabling said terminal to access said first remote site.

23. Optimisation method according to claim 1, characterised in that it is used for at least one application for permanent provision to the user, via said page, of at least one service provided by at least one fourth remote site connected to said network, and in that said active code, when it is run by the terminal, declares said at least one service in said page.

24. Optimisation method according to claim 23, characterised in that said code enables the implementation by the terminal of an access menu to said at least one service.

25. Optimisation method according to claim 23, characterised in that said at least one service belongs to the group comprising:

- 25 simplified access services to information other than that contained in said page,
- simplified access services to search engines,
- simplified access services to advanced functions of a browser comprised in the terminal,
- 30 external event monitoring services, and

simplified access to at least one service available manually on the Internet
and which requires at least one data input operation.

26. Optimisation method according to claim 23, characterised in that said at
least one service is attached to at least one event belonging to the group
comprising:

actions on a man-machine interface, and
browsing events.

27. Optimisation method according to claim 23, characterised in that said at
least one service is attached to at least one mark-up language component.

28. Optimisation method according to claim 1, characterised in that said on-
the-fly insertion step is systematic or selective.

29. Optimisation method according to claim 1, characterised in that the
execution of said active code is interrupted when the user requests the display of a
new data page.

30. Optimisation method according to claim 1, characterised in that, when said
data page is composed of at least two sub-pages, said active code is included in
each said sub-page.

31. System enabling optimisation of consultation of a data page consulted on
at least one terminal by at least one user, said page being downloaded from a first
remote site via a communication network, characterised

in that at least one component of the architecture of said network
comprises means to insert at least one active code on the fly in an
area of said page determined according to the type of action
generated by said active code, and

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Internet site host servers,
access provider equipment (IAP)
service provider equipment (ISP),
routers,
switches,
gateways, and
proxies.